

Sunshine Law may apply to Senate, officials say

BY CHRISTOPHER A. CLARK
MANAGING EDITOR

The provisions of the Missouri Sunshine Law "may become applicable" to the student government of a state college or university, according to a state official.

In 1987, Attorney General Bill Webster was specifically asked the question: "Is the Student Government Association of Southwest Missouri State University a 'public governmental body' as defined in Section 610.010(2), RSMo 1986 [the Missouri Sunshine Law]?"

The question was asked by Rep. Doug Harpool (D-Springfield).

"In 1986-87, Julie Simpson was president of the SMSU student body," Harpool told *The Chart*. "She requested the attorney general's opinion, and I did it as a constituent service to her. I didn't know what it was about."

In a 14-page opinion issued on July 31, 1987, Webster said: "While the Student Government Association of Southwest Missouri State University is not normally a 'public governmental body' as defined [in the laws], the provisions of [the Sunshine Law] may become applicable to the Student Government Association when it participates by way of delegation from the Board of Regents in decisional authority beyond the perimeters of policies, rules and regulations previously formulated and promulgated by the Board of Regents or when the Student Government Association exercises de facto authority tacitly approved or summarily accepted by the Board of Regents."

Webster notes that the opinion given in the SMSU case did not involve any discussion relevant to the law concerning "public funds." He cites, nevertheless, a 1975 Louisiana case in which "the court held that a student government association was subject to Louisiana's open records law because it received public funds. Under Louisiana law, receipt of public funds made records pertaining to those funds open to the public whether the entity receiving them was itself public or private."

In his opinion regarding SMSU, Webster furthermore stated that "the courts all agree that the law must be read to mean what the legislature intended from the plain meaning of the words used. The Sunshine Law is 'to be construed liberally in favor of open government.'"

Robert Smith, editor-in-chief of *The Chart*, believes Missouri Southern's Student Senate also must abide by the Sunshine Law.

"Because the Board of Regents does not approve or disapprove in any meeting the actions taken by the Senate regarding the allocation of funds or the disbursement of monies under its control, then it would

appear that the Board gives tacit approval to the actions of the Senate in these regards," said Smith. "Therefore, I believe the Senate is subject to the provisions of the Sunshine Law."

Southern's Student Senate went into executive session on Jan. 25 to discuss a \$300 allocation to the College's Phon-A-Thon. *The Chart* disputed the legality of the move in a Feb. 2 editorial, claiming the money in question constituted "public funds" and the Senate must allocate those funds in an open meeting.

In a letter to the editor of *The Chart*, Senate President Robert Stokes said that "Dealing in public funds is not a sufficient condition for being governed under the Sunshine Laws." Stokes also wrote that the "Student Senate did not give itself the power to go into executive session; the MSSC student body gave Senate this power by voting to approve that part of the Senate Constitution."

Mark Goodman, director of the Student Press Law Center in Washington, D.C., believes that while the student body voted to approve the constitution, the move into executive session may still be illegal.

"While the students may have approved of the Senate's constitution, the constitution must comply with state law," said Goodman. "It could be that this part of the constitution does not comply."

"We're not wanting to fight a legal battle with the Senate, unless we have to," said Smith. "We just must make sure this doesn't happen again."

"We must remember one additional salient fact," added Smith. "When the Senate excluded *The Chart* from a meeting, it did not exclude one newspaper; it excluded every student on campus, and it prevented their protests by not announcing in advance it intended to close a meeting."

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College prepares for move to NCAA Frazier faces several questions as Lions change conference affiliation

BY ROBERT J. SMITH
EDITOR-IN-CHIEF

For Jim Frazier, men's athletic director, Missouri Southern's move to the National Collegiate Athletic Association is a difficult one.

Rules, regulations, new opponents and schedules, and even cost considerations are all a part of the change.

In 1983, Southern turned down an offer to join the NCAA and the Missouri Intercollegiate Athletic Association (MIAA). Two years ago the College entered a probationary period before entering the NCAA and the MIAA. By this fall, the moves become a reality.

But several question marks remain. Increased travel expenses for the basketball program and the fact that Southern's soccer team could be without a conference head the list of possibilities.

Not enough schools play soccer

For a sport to qualify as a conference sport in the MIAA, half of the members must participate in the sport. Last year, four of the conference's eight schools played soccer. Next year, three other schools join the MIAA with Southern, but only the Lions have a soccer program within that group.

"Soccer will go through some problems because it is not a conference sport," Frazier said. "I've got a recommendation for soccer to be a conference sport despite the lack of participants. If it passes, it passes. If it fails, soccer is not a conference sport."

Kent Jones, MIAA commissioner, said, "The way it stands now, soccer will not be a conference sport."

Jones said the MIAA has talked to Pittsburg (Kan.) State University about changing its club-sport soccer to a varsity program.

"We've had conversations with them, but how they decide is strictly up to the individual institution," Jones said. "I would like to see the conference develop soccer more. We have some excellent soccer in the MIAA with the University of Missouri-St. Louis, Northeast Missouri, and Missouri-Rolla. Southeast also has a strong soccer program. We hate to see soccer not continue."

For Jack Spurlin, head soccer coach at Southern, conference affiliation is not all that important.

"We would like to have it, but it really doesn't matter," he said. "Either way, we have to get by UMSL to get to a national tournament."

Spurlin said Southern has scheduled more weekend games than it did during its seasons in the NAIA and that travel will not be a problem for the soccer team.

Increased travel in basketball

According to Frazier, many of the ad-

ditional costs in making the move to the MIAA can be linked to the conference's basketball structure.

Frazier said more travel and the use of a third official during the games will inflate costs.

"The men and women don't play Friday and Saturday like they do in the CSIC," Frazier said. "The MIAA plays a Wednesday game and a Saturday game. The cost of travel will go up."

Jones said the conference would try to avoid long road trips when scheduling the Wednesday games. He said coaches had discussed going to a Monday game and Saturday game schedule, but opted to stay with the current system.

To accommodate the 12 schools which play basketball in the conference, the MIAA has gone to a division schedule. Southern faces each division team twice and the remaining conference teams once per season.

Pittsburg State, Southeast Missouri, Southwest Baptist, the University of Missouri-Rolla, the University of Missouri-St. Louis, and the Lions will make up the Southern Division.

Frazier said Southern will be able to maintain an 11-game, non-conference schedule. Five of next year's non-conference opponents have already been set for next year's schedule.

"We want to get Drury on the schedule again because it generates gate receipts," Frazier said.

He said the men's basketball team will be competitive in the MIAA.

"We're going to compete favorably," he said. "If you get any three key players, you can be competitive. The MIAA is not going to be any tougher than the CSIC."

Football must create revenue

Frazier said it is unlikely that the cost of the football program will increase. The problem with the move to the NCAA as far as football is concerned is scholarships.

Southern is allotted 45 scholarships by the NCAA. The MIAA puts the additional restriction of allowing the equivalent of 45 in-state scholarships when it comes to actual funds. For example, a player from out-of-state would equal more than one full scholarship according to the MIAA.

Frazier said the travel costs for football might be less, because of fewer overnight trips on the Lions' "all-conference game" schedule.

Frazier said gate receipts from football games must provide much of the athletic department's revenue.

"Football has to carry us, but we need some gate receipts from basketball as well," he said. "Football has to pay the bills. We don't expect the other sports to pull gate receipts."

"It's very important for football to create revenue."

Southern's potential for success against

MIAA football opponents has been proven. The Lions are 6-2-2 against Central Missouri State, 3-2 against Lincoln, and 2-2 against Southeast Missouri.

Baseball to play league schedule

Warren Turner, head baseball coach, and Frazier insist that Southern's baseball team can be competitive "right now."

"We will still play 38 to 40 NCAA Division I games a year," Turner said. "The big difference will be that we play a conference schedule."

Much like MIAA basketball, baseball is split into two divisions. The Lions will play each division school twice per season.

The conference tournament will be different than in the CSIC. The top three teams from each division go to a conference tournament.

"We play such a tough schedule to begin with, that the conference schedule won't be that much different," Turner said. "We have had success against some of these teams in the past."

The scholarship situation for the baseball team will stay the same. Six scholarships will be offered, although the NCAA allows up to 10 baseball scholarships.

While the Lions will play a conference schedule, travel expenses will not increase. For the baseball team, it's just a matter of playing a handful of different teams.

Few changes for golf program

Little changes for the golf team as it makes its move to the conference.

"We will play in many of the same tournaments we've played in the past," said Bill Cox, head golf coach. "I just don't see many changes as far as golf is concerned."

Cox said he expects his team to be better this year than previous years, but he expects the talent to improve at the MIAA schools as well.

Currently, the golf team offers six scholarships.

"We have six scholarships, but they are primarily from the Art Watkins Foundation," Cox said.

"We have a lot of talent. There is no reason we shouldn't do well in the MIAA. Theoretically, a team should be good every year. Sometimes it just doesn't work out that way."

Cross country is in early stages

While other teams have the advantage of having competed against many of the MIAA schools in the past, Southern's cross country program is just beginning.

"We don't have any idea what to expect from cross country," said Frazier. "It's a service sport at this time. It's there for our students who want to run track."

Tom Rutledge, cross country coach, said Southern will compete in both indoor and outdoor cross country.



STAFF PHOTO BY NICK COBLE

First caller

College President Julio Leon makes one of the initial phone calls Sunday on the opening day of the Missouri Southern Foundation's Phon-A-Thon.

Fund drive tops \$86,327

Gladden credits early success to captains' experience

BY CHRISTOPHER A. CLARK
MANAGING EDITOR

While this year's Phon-A-Thon is nearing the halfway point, donations have already amounted to well over half of the Missouri Southern Foundation's goal.

"It seems like more people are giving this year," said Dr. Kreta Gladden, director of the Alumni Association. "The number of first-time contributions are up."

Through last night, the Foundation had raised \$86,327.82, with six days of calling remaining. The Phon-A-Thon ends on Thursday, Feb. 16.

Gladden attributes part of the success of the Phon-A-Thon to those persons who have experience in past Phon-A-Thons.

"We're very fortunate that our captains have been able to return and help us out because they know the ropes," she said. "They help to teach our newer volunteers. They do a really good job in helping to keep the event flowing smoothly."

"I'm so pleased with the number of people who have been stopping to help."

While the Foundation maintains optimism about surpassing the \$150,000 goal

set for this year, Gladden admits the current total may be slightly misleading.

"It could be a little tougher than it looks because we were able to raise the advance gifts and that is totaled into the current figure," she said. "We're going to be optimistic."

Prior to the Phon-A-Thon's beginning on Sunday, the Foundation had raised more than \$19,000.

Gladden said that in past years, some of the Phon-A-Thon's best fund-raising days have come toward the end of the drive.

"We have had some years where the last days were really good for us; they were some of our biggest days," she said. "We hope that happens again for us."

According to Gladden, everyone on the list of 14,000 potential donors would probably not be contacted, but it will not be for lack of effort.

"We'll be using every minute to place calls," she said. "The captains have been working right up to the end."

The Foundation has been especially thankful to the computer center, which has assisted in printing donor information cards.

Tours by admissions office indicate another record enrollment in fall

BY JIMMY L. SEXTON
CAMPUS EDITOR

Looking ahead to the fall semester, Missouri Southern anticipates an even larger enrollment and is making adjustments and additions to accommodate the need.

"The expectations are that we are going to have an increase in enrollment that will necessitate part-time instructors," said Dr. Julio Leon, College president. "We're trying to forecast ahead."

The College was forced to schedule 20

additional classes and hire 12 part-time faculty members just before the start of the 1988 fall semester. For the 1989 fall semester, Southern anticipates yet another record enrollment and is hiring additional faculty to meet the potential demand.

For example, last year there were 19 Oral Communications classes listed in the fall semester schedule. Only 15 of the 19 classes had instructors assigned, and the remaining four classes were to be used for a sizable enrollment increase. Last fall's record enrollment forced Richard Massa, head of the communications department,

to find staff for the four unstaffed sections, plus six additional sections, bringing the number of classes offered to 25.

Looking ahead to the 1989 fall semester, Massa has scheduled 28 sections of Oral Communications. Only 12 of the 28 are staffed at this point.

College officials learned earlier this week that Southern had set an enrollment record for a spring semester. A total headcount of 5,067 students is a 12 percent increase over last year.

"I think students are looking for our type of college," said Richard Humphrey,

director of admissions. "The students are realizing that they are better satisfied and served at a small college like ours."

The admissions office is responsible for contacting potential students, attracting them to the campus, and convincing them that Southern is their college of choice.

"We travel to many different high schools promoting Missouri Southern, and it's not the fact that we're having to convince them to come here; they want to for their own reasons," said Humphrey. "The price of attending school here is affordable to the working family, and the stu-

dents gain valuable experience from instructors who have taught at two or three different colleges prior to coming here."

For the month of January, 112 potential students visited the campus.

"We weren't expecting that number of results that fast," he said.

Last week, the admissions office gave 19 different tours to visiting students. It also received 55 applications for the 1989 spring semester, 61 applications for the 1989 fall semester, mailed 1,156 promotional brochures, and visited 12 different high schools.



STAFF PHOTO BY NICK COBLE

Brown baggin' it

The first of the "Brown Bag Seminars" was held Tuesday. Faculty members had an opportunity to listen to Dr. Jim Jackson, professor of biology; Delores Honey, assistant to the vice president for academic affairs; Don Seneker, director of the police academy; and Dr. Dale Simpson, assistant professor of English; speak on writing.

Passable roads kept Southern open

BY MARK R. MULIK
EXECUTIVE EDITOR

When College administrators met last Thursday to discuss weather conditions and made the decision to not cancel Friday classes, they considered the roads passable.

"Basically, we don't cancel school unless it's almost impassable," said Dr. John Tiede, vice president for business affairs. "By and large, it's going to have to paralyze traffic before we'll cancel classes."

Tiede said he met with College President Julio Leon and Dr. Floyd Belk, vice president for academic affairs, last Thursday to discuss the possible cancellation.

Tiede said he did not regret the decision to keep the College open Friday.

He said, with "700 people" in the residence halls, along with others living close to the campus, he expected that "1,000" students could have made it to class Friday.

"I expect it was 25 percent, if I had to take a guess," Tiede said of attendance. "Individuals have their own option (on class attendance). It's not like high school. You have to evaluate your own individual situations."

Classes have been cancelled once in the past five years. Once during the last school year classes were cancelled, on a day when there was five inches of snow

on top of ice.

"Basically, if the weather starts getting bad, the night security guard calls [Howard] Dugan (director of the physical plant)," said Tiede. "Dugan drives the streets [to check on weather conditions] and calls me by 5 a.m. Then, if the weather warrants it, I call the president by six, to get it on the six o'clock news [that classes have been cancelled]."

"We'll make the decision by four (p.m.), if we will cancel night classes," Tiede said. "We do that a little differently. We get weather reports; obviously we can see what's happening."

Senate approves Social Science Club request

Allocation of funds was a topic for discussion last night by the Student Senate, while Senate secretary Sara Woods requested the Senate's help in a local fund-raising effort.

Funds in the amount of \$806.50 were requested by the Social Science Club. The request was considered by the finance committee last week, where it was discovered that only five people attended the organization's last Model United Nations trip. Dr. Paul Teverow, assistant professor

of history, represented the club at the meeting and said he was unaware that only five people attended the last conference. The Model United Nations will be held in St. Louis Feb. 21-25.

"The increase in funds requested is due to a slight increase in room rates, and since more people are going, we will need two vehicles to take them," Teverow said. "The students will pay for food and duplicating fees themselves."

After some debate and a motion by

Senator Mike Daugherty to increase the allocation to \$1,000, the Senate approved the original request of \$806.50.

In other Senate action, the American Cancer Society requested the Senate's help with a fund-raising drive, "Daffodil Days." The drive would involve the cutting and arranging of flowers, which would then be sold, with 60 percent of the proceeds remaining in the Joplin area. According to Woods, the other 40 percent will go toward research for a cancer cure.

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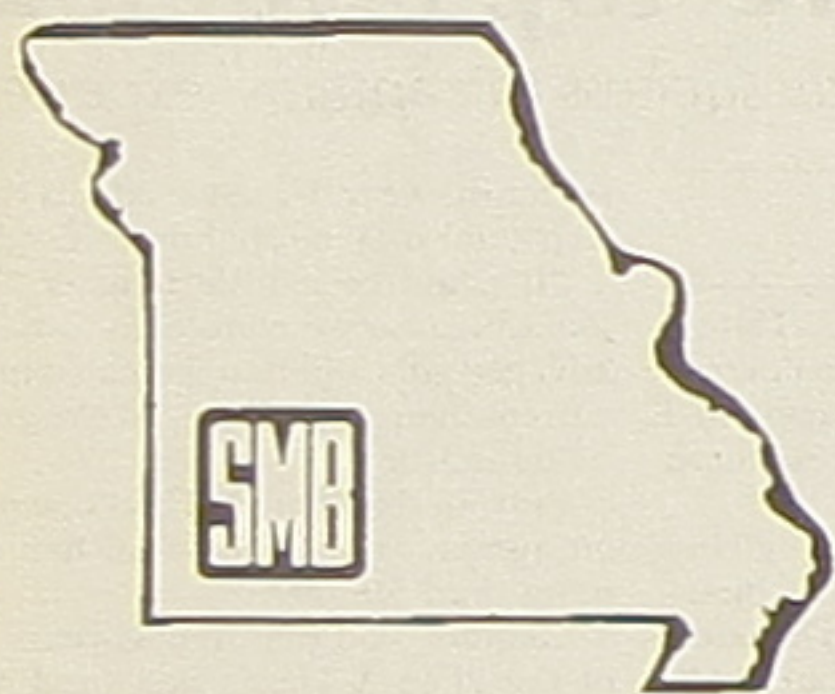
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16 colleges to participate in tournament

Southern's debate team will experience tournament competition from a different perspective this weekend, as it will host the Ozark Classic swing tournament Saturday and Sunday.

Tomorrow, competition will begin at Pittsburg State University. PSU agreed to jointly host the tournament.

"We have worked a little with PSU," said Dave Delaney, Southern debate coach. "We're trying to help them build a program. They're building again."

Jerry Miller, debate coach at PSU and former part-time Oral Communication at Southern, wanted to start the tournament, according to Delaney.

The topic of debate is "Resolved: that increased restrictions on the civilian possession of handguns in the United States is justified."

Sixteen teams will participate in the tournament: the University of Missouri-St. Louis; Ottawa University; Harding University; the University of Central Arkansas; William Jewell; Central Missouri State University; Oklahoma Christian College; Fort Hays State; Bartlesville Wesleyan; Missouri Western; Kansas State University; Cameron University; Southeastern Oklahoma; Southwest Baptist; Arkansas Tech, and PSU.

Delaney said these swing tournaments are hectic because teams are forced to drive back and forth to each campus. Also, events in which the students compete often run behind schedule.

"I think swing tournaments have a different atmosphere," he said. "It takes a lot of man hours to make these things work."



STAFF PHOTO BY MARK ANCELL

Land navigation Southern students Jason Hammond and David King learn land navigation during a military science lab.

Reagan adviser speaks to near-capacity crowd

Niskanen says Bush has a special advantage

BY JIMMY L. SEXTON
CAMPUS EDITOR

Lecturing on the opportunities and risks of the Bush Administration, Dr. William Niskanen spoke to a "near-capacity" audience last night in the Connor Ballroom.

"It was a good turnout," said Terry Marion, associate professor of business administration. "We had primarily outsiders, not a lot of students. I think it was good they made the effort to make it."

Niskanen, former acting chairman of President Reagan's Council of Academic Advisers, is currently chairman of the Cato Institute, a "research and development think tank."

According to Niskanen, President Bush has yet to reveal an effective strategy for the government. However, Niskanen said people should not place judgement until Bush "speaks to the American people" about what he intends to do in certain areas.

In Niskanen's opinion, Bush's brightest opportunity is the fundamental change in United States-Soviet Union relations.

"There is something new and important happening in the Soviet Union," Niskanen said. "Not much is known about it, but something big is definitely happening."

"There has been a lot of talk, but not much change yet [in the Soviet Union], and Bush has a special advantage in addressing these foreign policy issues."

Niskanen contends that Bush's greatest

opportunity with the Soviet Union is the mutual reduction of strategic arms, while the major risk is the disarming of Western opinion.

Other opportunities in the Bush Administration are a consolidation of the Reagan economic program, a flexible freeze in government agencies, and the authority for a line-item veto.

According to Niskanen, it will be a challenge for Bush to resolve the remaining problems [from the Reagan administration] that do not reverse Reagan's achievements.

The flexible freeze states that the government as a whole cannot grow faster than inflation. It calls for certain agencies to be frozen at a certain, or "flat" level. Niskanen said defense and medical care would operate within the freeze.

Authority for a line-item veto would enable Bush to pick out individual items in proposed bills and veto the bill because of a specific statement, not just as a whole.

While Niskanen said a stalemate is the "major general risk of the Bush Administration," financial institutions, international trade, restricting foreign investment, and the possibility of the U.S. becoming "too protectionist" are several of the risks Bush faces.

"Although Bush has accepted Reagan's economic forecast, we should be more concerned with the substance of policy," said Niskanen. "The savings banks have to do something to prevent the same problem from happening again."

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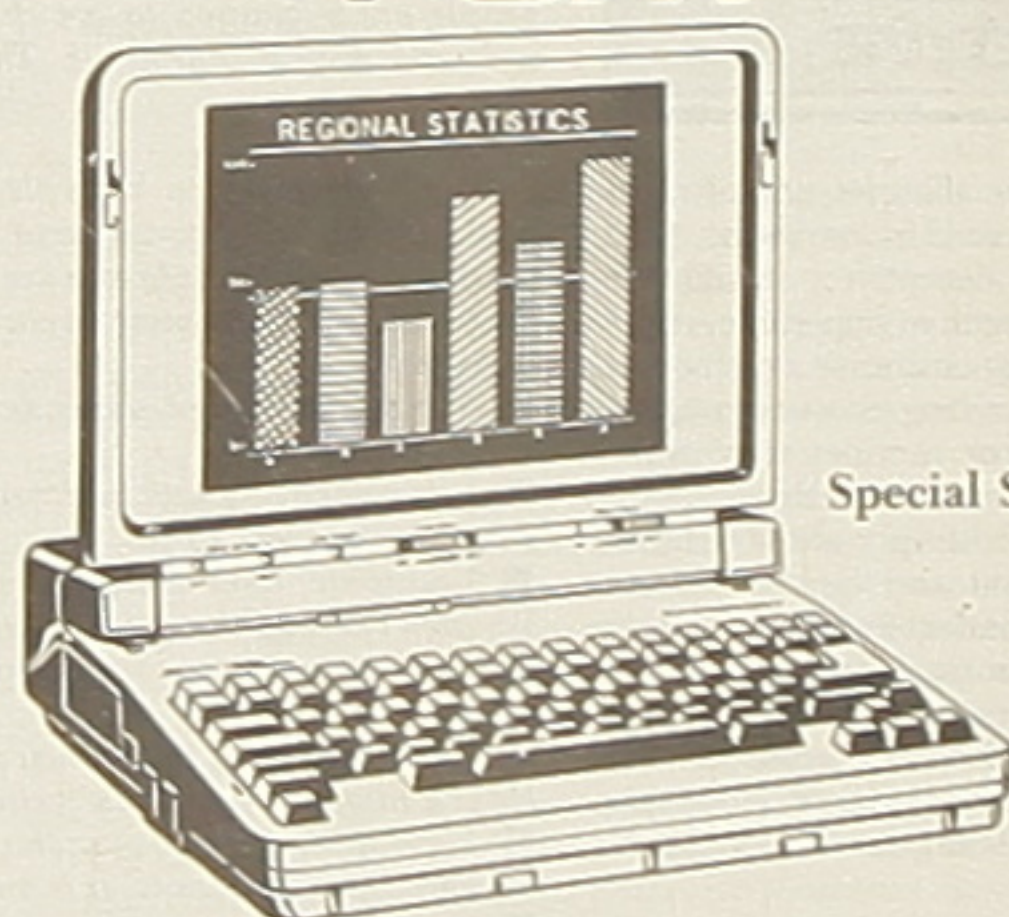
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OUR EDITORIALS

Editorials on this page express opinions of The Chart staff. Observations elsewhere on the page represent independent viewpoints of columnists, cartoonists, and readers.

We offer our Cheers, Jeers:

Cheers: To the people who make the Missouri Southern Foundation Phon-A-Thon a success. The Phon-A-Thon has set a goal of \$150,000 and has become one of the highlights of the College year. Through the efforts of state legislators, College administrators, faculty, staff, and students the event can be successful once again. Everyone involved is to be commended for the event's inevitable success.

Jeers: To the College administration for not cancelling classes last Friday. Students were forced to slide to campus from all across southwest Missouri or suffer the consequences of missing a class session. For whatever reason Southern administrators did not cancel classes that day, the dangers of driving on icy streets far outweighed the value of holding them. Since the College already has one of the longest academic semesters around, one day less wouldn't have mattered that much.

Cheers: To those students who did attend classes last Friday. Traveling from such places as Mount Vernon, Nevada, and McDonald County, these students recognized the importance of being present for every class session.

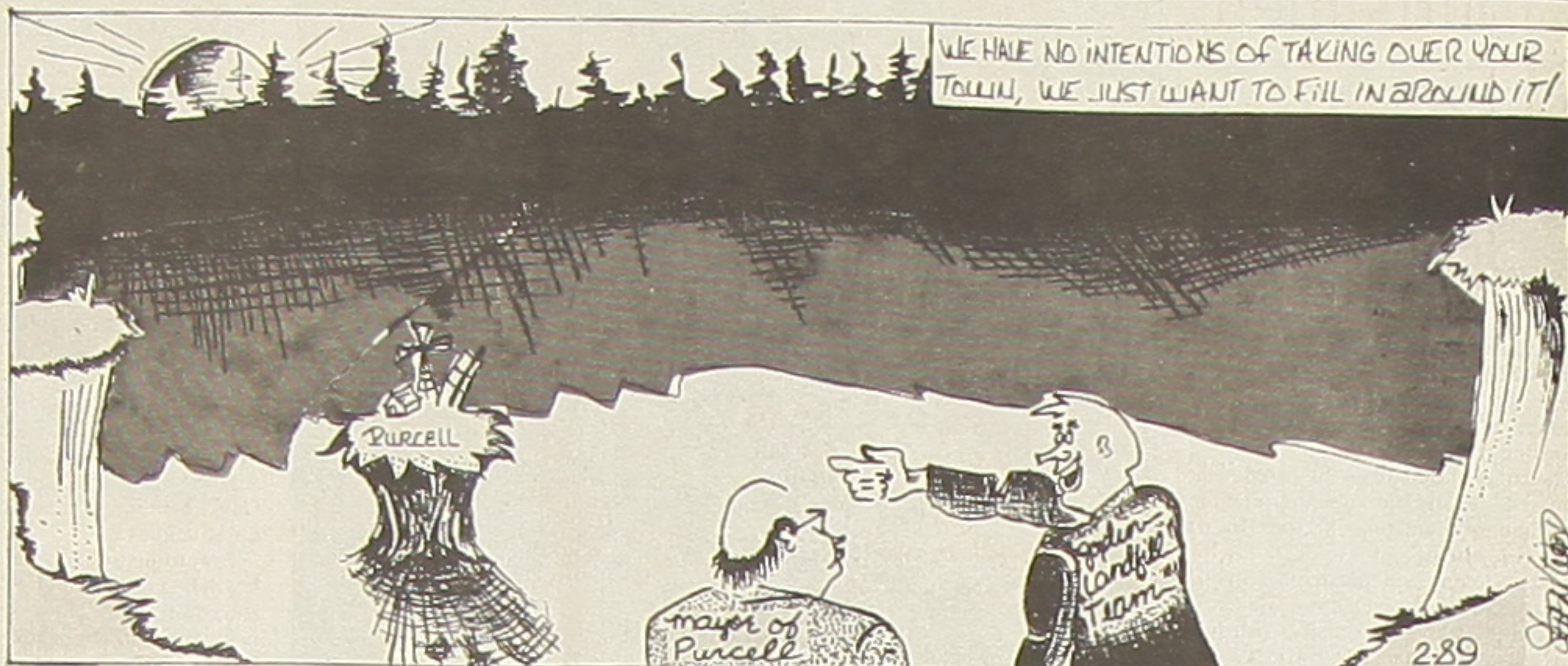
Jeers: To those residence hall students and other Joplin residents (including a few instructors) who failed to come to campus last Friday. They were shown up by their out-of-town counterparts who did put forth the effort.

Cheers: To Missouri Southern's maintenance crew for making campus roads and sidewalks safer last Friday. The maintenance crew arrived at 6 a.m. and proceeded to dump approximately five truck-loads of cinders around campus. The crew ran out of cinders and went the extra mile in getting cinders from the city to insure the safety of students and College personnel.

Cheers: To the Lady Lions basketball team for being a bright spot and a pleasant surprise. Southern's upset of nationally ranked Missouri Western 85-71 Saturday night still has fans talking. The team's "run and gun" offense under a first-year head coach has been enjoyable for both players and fans.

Jeers: To Missouri Gov. John Ashcroft for not recommending Missouri Southern's new social science and communications building to the General Assembly. It seems only logical that one of the state's fastest-growing institutions would need an increase in classroom and office space.

Cheers: To the General Assembly for seriously considering a tax increase that would benefit higher education. Such a tax increase is desperately needed.



Waste disposal is everyone's problem

BY JOHN FORD
CITY NEWS EDITOR

America is choking under the enormous amount of refuse, and the four-state area is no exception, as local landfills near the brink of overflowing.

Most people think of a landfill as an area nowhere near a community where garbage is hauled in by truck, unloaded, and covered with a layer of earth. The trash then decomposes within a couple of months.

I thought this way, too, until last semester when I was assigned a story on problems with Joplin's landfill. While doing research for the story and for a term paper I had due in Professional Writing, I came across some interesting data from the National Parks Service. It seems that newsprint (one of my favorite things) takes two to five months to decompose, while plastic bags take at least 20 years and foam rubber, found in everyday household furnishings, never decomposes. Well, I thought, no wonder there is a problem with the landfill.

The question we should ask ourselves is this: "What can we do about the landfill problems?" I can just imagine readers sitting there wondering to themselves, "Why should I care about problems at the landfill? It doesn't affect me. I don't live near it." Perhaps, but the landfill problem will eventually affect us all.



EDITOR'S COLUMN

Consider this example which is currently occurring in Purcell, Mo., a small community north of Webb City. A plot of land near the town is under consideration by the Regional Solid Waste Advisory Committee as a possible landfill site, at which many area towns, including Joplin, would dump their trash. Not surprisingly, Purcell's residents are fighting the proposed landfill, not because it would lower their property values, but because of the threat to health and safety. Purcell residents have formed a group called Citizens for Environmental Safety. Members are encouraged to write letters to area legislators protesting the proposed landfill site. The organization contracted Kenneth Thompson, a geologist and head of the geology department at Southwest Missouri State University, to survey the proposed site. What Thompson found is—well—shocking. The site is woefully inadequate due to water leaching across a road located at its southwest corner. Thompson also discovered that the site lacks an adequate amount of shale to prevent water from leaching away from the site. However, the group's main concern is the health of Purcell's citizens.

Dixie Peterson, a resident of the small community, has an environmental disease which causes her to become violently ill if exposed to common household chemicals, such as soaps, cleansers, and perfumes. Her physician said that if a landfill is located within the community, Dixie and her husband, Bob, will have to move, leaving behind a farm which has been in the Peterson family for

more than a century.

According to Bob Steere, head of the group's education committee and professor of education at Missouri Southern, more than 48,000 different chemicals exist at landfills which contain household and industrial waste. Steere also said that of these chemicals, there are approximately 38,000 that scientists know nothing about concerning their effects on the health of human beings.

Solutions to the problem are complicated. The total eradication of landfills would not be a wise, or informed, decision. A much better solution would be the combination of landfill, recycling, incinerating, and composting efforts. According to a recent article in the group's newsletter, 20 percent of an average household's trash is made up of food and yard waste, which would make perfect compost material. Therefore, just eliminating this type of waste would reduce the amount of garbage by 20 percent. Recycling would take out another chunk. The newsletter said paper made up another 25 percent of household rubbish.

It is unrealistic to totally eliminate all waste from the wastestream. However, the amount of waste could be drastically reduced, thus enabling our landfills to last longer.

Problems with the landfill affect each and every one of us, even if the site is not within our community, because we all have to put our trash somewhere, and we cannot very well throw it into the street. Others tried that once and were rewarded with disease, filth, and vermin. Waste disposal is a necessary evil, and problems stemming from it should be of concern to us all.

In marketing, keep customers in mind

BY DR. HOLLAND C. BLADES, JR.
PROFESSOR OF MARKETING

When studying a field of knowledge, it is easy for one to get lost in the details. I can only wonder how many times over the past twenty years students, faculty colleagues, and even business people have asked me to explain (briefly, of course) the subject of marketing. Hopefully, the following will provide, in a rather human way, a perspective on marketing—a subject area that is taught in business schools across the country and that we each deal with daily.

Today many see marketing as an esoteric process. To be sure, marketing is about psychological persuasion, discerning consumer preferences via multivariate research, eliminating discrepancies in distribution channels, and psychologically driven pricing strategies. However,



IN PERSPECTIVE

it takes neither enigmatic theories nor ultra-sophisticated methods to succeed in marketing. Conceptually, marketing is a deceptively straightforward process. Without jargon or hyperbole—marketing deals with creating customer satisfaction. This is accomplished by giving chosen groups of customers the products or services they want, when, where, and at prices they desire.

Customer satisfaction is simply about offering consumers what they want and view as being a good value. Marketing blunders and mistakes have most often occurred when marketers lost sight of the customer. Even in business-to-business marketing, it is people who buy on behalf of their firms. A letter several years ago to, of all people, Ann Landers illustrates the importance of people-oriented marketing.

DEAR ANN LANDERS: Will you please repeat the great column you wrote a long time ago about "A Customer?" It's time again. Some of my sales-

people are beginning to get short-tempered and rude. Business is falling off. Thanks so much.
—Red Ink In Toledo

Dear Red: Here it is. With pleasure. Perhaps you ought to have it blown up and framed and hung where your salespeople can see it every day.

- A customer is the most important person in any business.
- A customer is not dependent on us. We are dependent on him.
- A customer is not an interruption of our work. He is the purpose of it.
- A customer does us a favor when he comes in. We aren't doing him a favor by waiting on him.
- A customer is part of our business—not an outsider.
- A customer is not just money in the cash register. He is a human being with feelings, like our own.
- A customer is a person who comes to us with his needs and his wants. It is our job to fill them.
- A customer deserves the most courteous attention.

Please turn to
Customers, page 6

YOUR LETTERS

Please submit "Letters to the Editor" to The Chart office in Hearn Hall 117 by noon Monday for publication in that week's edition. All letters must be typed or printed neatly, and signed. Letters of fewer than 300 words receive priority consideration.

'The Chart' should be dedicated to facts, less prone to yellow journalism

As a Student Senator, I am appalled at your "journalistic" coverage of Senate meetings. While you claim to fulfill an obligation to your readers in covering the Senate, you seldom address issues that are not financial in nature. For instance in our last meeting, did the Senate not discuss and approve a motion to poll students on what this semester's excess

funds (should there be any) be spent on? Did they not discuss the need to volunteer for campus service events like the phon-a-thon? These and other issues were discussed by the Senate, but the only thing covered in your "informa-

Please turn to
Yellow, page 5

Student Senate is not a public governmental body

As Student Senate President, I feel it is my obligation to inform you of a few inaccuracies which appeared in your February 2 article "Senate Must Abide by Law".

1. Student Senate is not a public governmental organization. Therefore, Student Senate meetings are not "public governmental meetings", and are, consequentially, not governed by the Missouri Sunshine Laws. Dealing in public funds is not a sufficient condition for being governed under the Sunshine Laws.

2. Student Senate did not give itself the power to go into executive session; the MSSC student body gave Senate this power by voting to approve that as part of the Senate Constitution. This constitution can only be changed by a vote of the MSSC student body.

3. Student Senate is not "the one organization which serves the students. Campus Activities Board puts a great deal of time and effort into serving this campus. The Chart owes CAB and other campus organizations an apology for this careless remark.

It would be appreciated if The Chart would make an effort to work with Senate to keep students informed. If The Chart will begin printing more accurate and complete accounts of Senate meetings, future misunderstandings may be avoided. Complaining is easy; reporting takes effort.

Robert Stokes
Student Senate President

THE CHART

Five-Star All-American Newspaper (1982, 1986, 1987, 1988)
Regional Pacemaker Award Winner (1986, 1988)

The Chart, the official newspaper of Missouri Southern State College, is published weekly, except during holidays and examinations periods, from September through May, by students in communications as a laboratory experience. Views expressed do not necessarily represent the opinions of the administration, the faculty, or the student body.

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Banquet is viewed as climax of program

BY ANASTASIA UMLAND
ASSISTANT EDITOR

Recognized as the most important event of the student teaching program, the student-teachers' banquet is scheduled for Thursday, Feb. 16 in the Connor Ballroom of the Billingsly Student Center.

"Southern is the only school in the state that holds such an event."

—Ed Wuch, associate professor of education

"This event provides an opportunity for the student-teacher and the cooperating teacher to get to know each other on an informal basis," said Ed Wuch, associate professor of education. "It serves to lighten the anxiety about the coming semester."

The banquet will begin at 6 p.m. with a seminar presented by Wuch titled "How to be a Cooperating Teacher." He said this seminar will contain information that will assist the cooperating teacher in working with the student-teacher and thus insure an effective learning experience for all involved.

"Southern is the only school in the state

that holds such an event," said Wuch. "The department thinks the banquet is a nice way to make everyone feel comfortable."

Following the seminar, a dinner will be served. The Missouri Southern Collegiate, under the direction of Dr. Michael Lancaster, will perform an after-dinner concert.

Dr. Rosanne Joyner, assistant professor

of education, will give a speech, "Setting the Course for Education." She said this subject will take a look at education today and the steps to be taken in the future.

"This banquet is a nice time for all to get together outside the classroom," she said. "It enables the participants to form a bond."

The program will be completed with speeches by College President Julio Leon and Dr. Edward Merryman, dean of the school of education and psychology.

"We do not require the student-teachers to attend, but it has been proven in the past that the students who do attend,

benefit more and do a better job," said Wuch.

According to Wuch, an estimated 220 people will attend the function. This number includes the 103 student-teachers and 115 cooperating teachers involved in the program. He said the reason the number of cooperating teachers is larger is because some of the student-teachers have split interests.

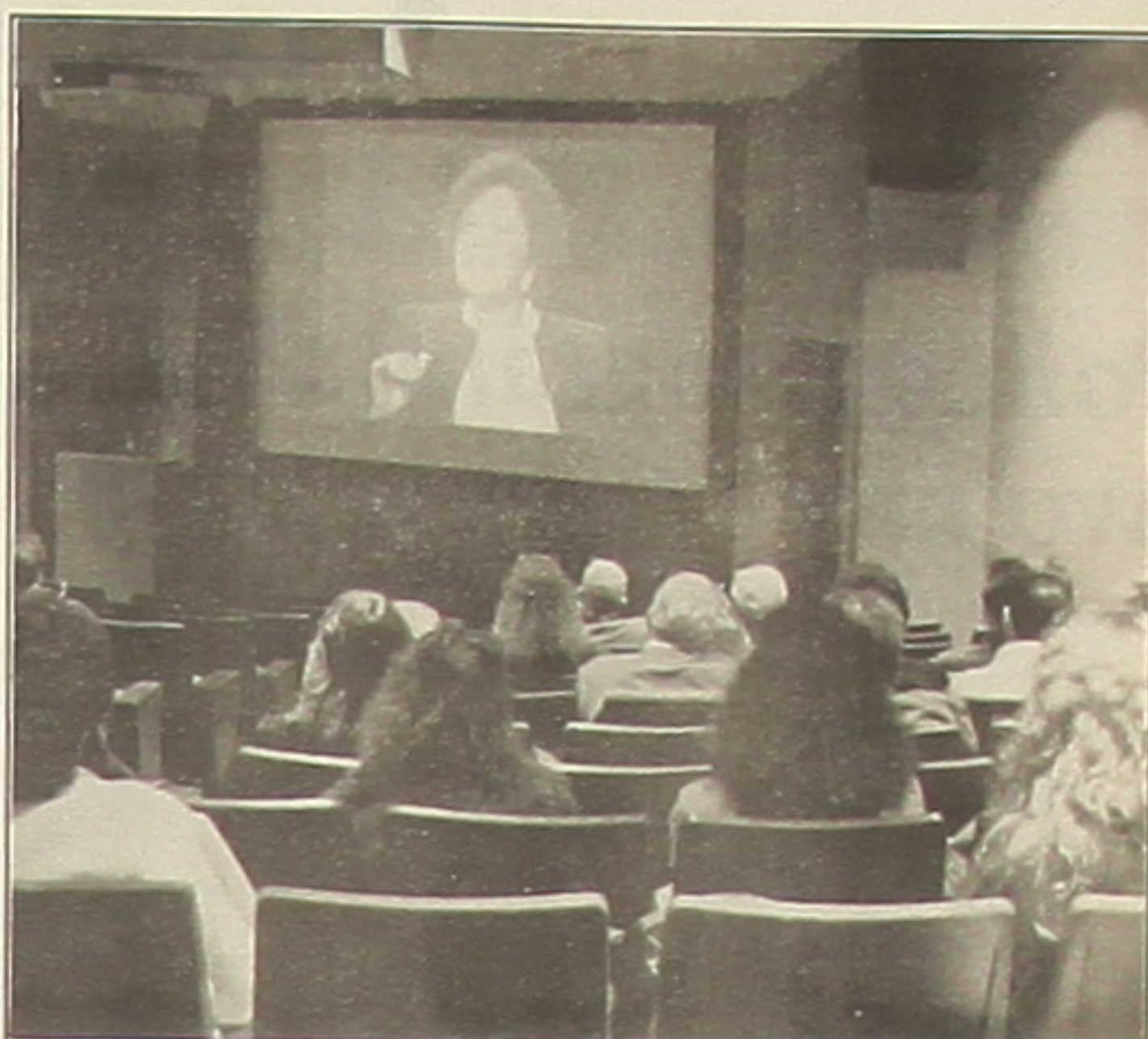
"The student teachers with dual interests will serve half of the semester in one area and the other half in another area," Wuch said.

Wuch also said the department has invited participating school principals, college faculty, college administrators, and supervising teachers of the department to attend the banquet.

Next fall, the student-teaching program will last 10 weeks instead of the present eight weeks.

"The additional two weeks will give the student-teachers more experience and will benefit both students and the cooperating teachers," Wuch said.

Wuch and Joyner believe the banquet is an important factor in the student-teacher program. It determines the kind of rapport that will be developed between the student teachers and the cooperating teachers.



STAFF PHOTO BY NICK COBLE

Attend program

Missouri Southern students and faculty attended a telecommunications program held in Matthews Hall auditorium last week that recognized the contributions of black Americans in several areas.

LETTERS

Yellow/From Page 4

tional" article is financial expenditure. It seems that finances and the Sunshine Law are the only things of value in relation to the Senate—at least that's what is implied by your coverage.

Not only do you fail to cover what goes on in the meetings, you almost never ask a Student Senator for information. Surely, if you wanted to know why the meeting was closed, all you had to do was ask. And ask you did—days later when some senators delivered the Senate constitution into your less than thankful hands the following week. As a member of that informal delegation, I told a member of your staff that we closed the meeting for fear of being misquoted in *The Chart*. If the members of your staff were more dedicated in getting the facts straight and less prone to yellow journalism, perhaps we would not have closed the meeting...but then THAT is a lot to ask from a campus paper, is it not?

Surely, one need not enumerate the misquotes of the last semester to make your editors understand our reluctance

in speaking in front of your staff. The most dramatic example, of course, being in your inability to get the facts straight from last semester's issue of your very own paper. "Where will the Senate get the funds for Spring Fling?" you asked in a recent issue. Try reading last semester's *Chart*. I believe you will find that funds for Homecoming and Spring Fling are deducted from the student activity fees BEFORE C.A.B. and Student Senate are funded. Try a little research and you may find that students and faculty are a little more receptive to discussing issues with your reporters.

Tina Meine

[Editor's Note: The Senate meeting in question began at 5:30 p.m. on Wednesday, Jan. 25. The *Chart* contacted both Senate President Robert Stokes and Doug Carnahan, Senate adviser, later that night to inquire why the Senate closed its meeting.]

Writer's argument represents confusion of the real problem

Mark Mulik's editorial in the January 26 issue of *The Chart* argued that abortion is immoral because it is a "fact" that life begins at conception. Since the fetus is alive, Mulik contended, by aborting, a woman is ending a human life, and is thus committing a murder.

In responding to Mulik's editorial, I do not intend to argue either for or against the permissibility of abortion. Rather, Mulik's argument represents such an oversimplification and confusion of the real moral problem that abortion decisions raise that some explanation of what this real problem is, I think, needs to be given.

First of all, the morally relevant question in the abortion debate is *not* whether the fetus is alive. Of course it is alive, as were the cells from which it was formed. However, not all actions that involve the taking of a life are murder. Murder, by definition, is killing that is morally wrong. Surely, though, killing cancer cells, mold, etc., is not morally wrong.

Anti-abortionists often respond to this reasoning by shifting ground. Killing a cancer cell, they argue, may not be murder, but killing a human being is. The real question, they then claim, is not whether the fetus is alive, but whether it is human. However, this question is also beside the point. Of course the fetus is human. It is not a chicken fetus or a fish fetus; it is a human fetus. But not all actions that involve the taking of a human life are murder. For example, killing humans in self-defense and in war-time (assuming the war to be a just one) is morally permissible. Euthanasia and capital punishment might provide additional examples. Killing a human fetus is therefore not necessarily murder.

If aborting a fetus is murder, it must be the sort of killing that is *not* morally justifiable. To establish that it is not, the anti-abortionist must confront the real questions at the heart of the abortion debate. First, to what extent is the fetus a "person," where "person" means a being entitled to moral rights? Second, how are the rights of the fetus to be weighed against the moral rights of the mother who carries it? If I kill someone in self-defense, the being I kill

is a "person," but my rights take precedence in this situation. If abortion is murder, then what must be established is not only that the fetus is a person, but that the fetus' rights *always* take precedence over those of the mother. Mulik's argument, based on the "fact" that the fetus is alive, does nothing, of course, to establish these claims.

Because a weighing of conflicting rights is involved in assessing the permissibility of abortions, an extremist position in either direction is untenable. It is surely wrong to maintain that abortions are always forbidden, and just as surely wrong to maintain that they are always permissible. Rather, each individual case must be evaluated on its own merits. Is the mother a victim of rape? Is the fetus the victim of a severe genetic deformity? Is the mother a teenager, unable to care for the child properly? Moreover, at what stage of development is the fetus? We might reach a very different conclusion concerning the abortion of a five month old fetus who has a fifty percent chance of being the victim of Down's Syndrome than we would concerning the abortion of a five week old fetus who has a ninety-five percent chance of being born with a much more crippling genetic defect.

One more point I think is worth making. In his editorial, Mulik worried that his friends will reject his argument because he "curse(s)...drink(s) alcohol socially, and maintain(s) the general attitude of a carefree young man." But Mulik's worries are misplaced. If his friends do reject his argument for these reasons, they are guilty of arguing *Ad Hominem*, that is to say, of arguing to the person rather than to the issue. The strength of an argument is not determined by the character of the person giving it. Rather, arguments stand or fall on their own merits. Mulik's argument fails not because of anything to do with his own character, but because it completely begs the real questions that must be addressed when evaluating the permissibility of abortion.

Barry Brown
Assistant professor of philosophy

Violation of Sunshine Law makes me a criminal

I was quite disturbed last Thursday when I found out that I had taken up a life of crime. You can imagine how I felt when I realized that I had blatantly and maliciously violated Missouri Sunshine Laws. A cold chill raced across my body. I suddenly understood how Richard Nixon must have felt when he read his first article about Watergate. How could I face my friends and family? I decided to wait to tell them about my crime so as not to spoil their weekend.

After the initial shock wore off, I read *The Chart's* article "Senate Must Abide by Law" and realized my new found criminal tendencies were not the only startling revelations it contained. According to the article, Student Senate meetings are public governmental meetings because Senate receives public funds. I soon realized what this meant. *The Chart* had discovered a major flaw in the English language. Apparently, an organization need not be a governing body in order to hold a "public governmental meeting". In fact this means that any organization which receives any other public funds from Student Senate

or which receives any other public funds is governed by the sunshine laws. I only hope leaders of these groups will not commit the same terrible crime I committed.

This "well-researched" article also pointed out the fact that Senate "has given itself the power to engage in private representation whenever it feels it is necessary" by Article VII, section 3 of its constitution. Incredible after years of believing that the Senate constitution had been approved by a vote of the MSSC student body and could only be changed by a similar vote, now I am informed that Senate apparently gave itself the power to go into closed session. I hope *The Chart* will continue to investigate the matter so that they can let us know how Senate did this and who was responsible. Hopefully, I am not to blame, but I would not be surprised.

It was also disturbing to me to learn that the article uncovered the fact that Senate is "the one organization which serves the students". Like most other students, I thought Campus Activities Board also served the students. How can CAB sponsor all the events they do and

still not serve the students? Maybe *The Chart* will do a follow-up story on this apparent corruption. Let's demand they do.

Finally, I would like to salute *The Chart* for their subtle apology. *The Chart*, by stating that they fulfill an obligation to their readers by reporting on Student Senate, was obviously apologizing for having neglected this obligation. Well, let me say for the record that although *The Chart* failed to report on several Senate meetings last semester, failed to mention a poll Senate voted to take to help it determine how to spend any excess funds it might have at the end of the year, and failed to fully report on such issues as the Senate United Way fund drive, the copy machine Senate has placed in Matthews Hall without use of student funds, the copy machine we are currently working to have placed in Taylor Hall, and many other issues important to students, we should all join together in saying, "Chart, apology accepted."

Eric J. Browne

with
CFox & Company

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Tickets available Noon-5 p.m., BSC Room 112
For Information Phone 625-9320 or 625-9366

Police program adds two more training sites

Mount Vernon, Osceola to provide courses

BY JIMMY L. SEXTON
CAMPUS EDITOR

Since a Missouri law now states that all law enforcement officers, including reserves, must complete the basic police training program, Missouri Southern has been forced to expand its program to two other Missouri communities.

"Because of this reinterpretation of the Missouri law, new law enforcement officers are required to attend a certified basic police training program prior to, or during their first year of appointment," said Don Seneker, director of the police academy. "This includes all police departments and sheriff's departments."

Law enforcement officers are required to take a minimum of 120 hours of "state-mandated" police training. Missouri Southern is one of only six sites in Missouri certified to do this training. The five other certified agencies in Missouri are Central Missouri State University, the Kansas City Police Department, the St. Louis Police Department, the St. Louis County Police Academy, and the Missouri Highway Patrol.

Southern usually offers one training program each semester, but since the number of trainees has doubled, Southern has been forced to offer police training courses in Mount Vernon and Osceola.

"This semester the demand is so heavy," Seneker said, "we're putting one on in Mount Vernon, which is attended by officers from the Springfield area, and one

in Osceola, which is north of Springfield."

After completing the program, graduates must find law enforcement employment within three years after they receive their degree, or they must take the course again.

To meet the demand, Seneker said Southern is branching out "further than normal" to help other areas in the state.

"We're licensed by the state of Missouri to offer basic police training for new officers in this part of the state," he said. "For the time being, we're running more than double what we usually train in a semester."

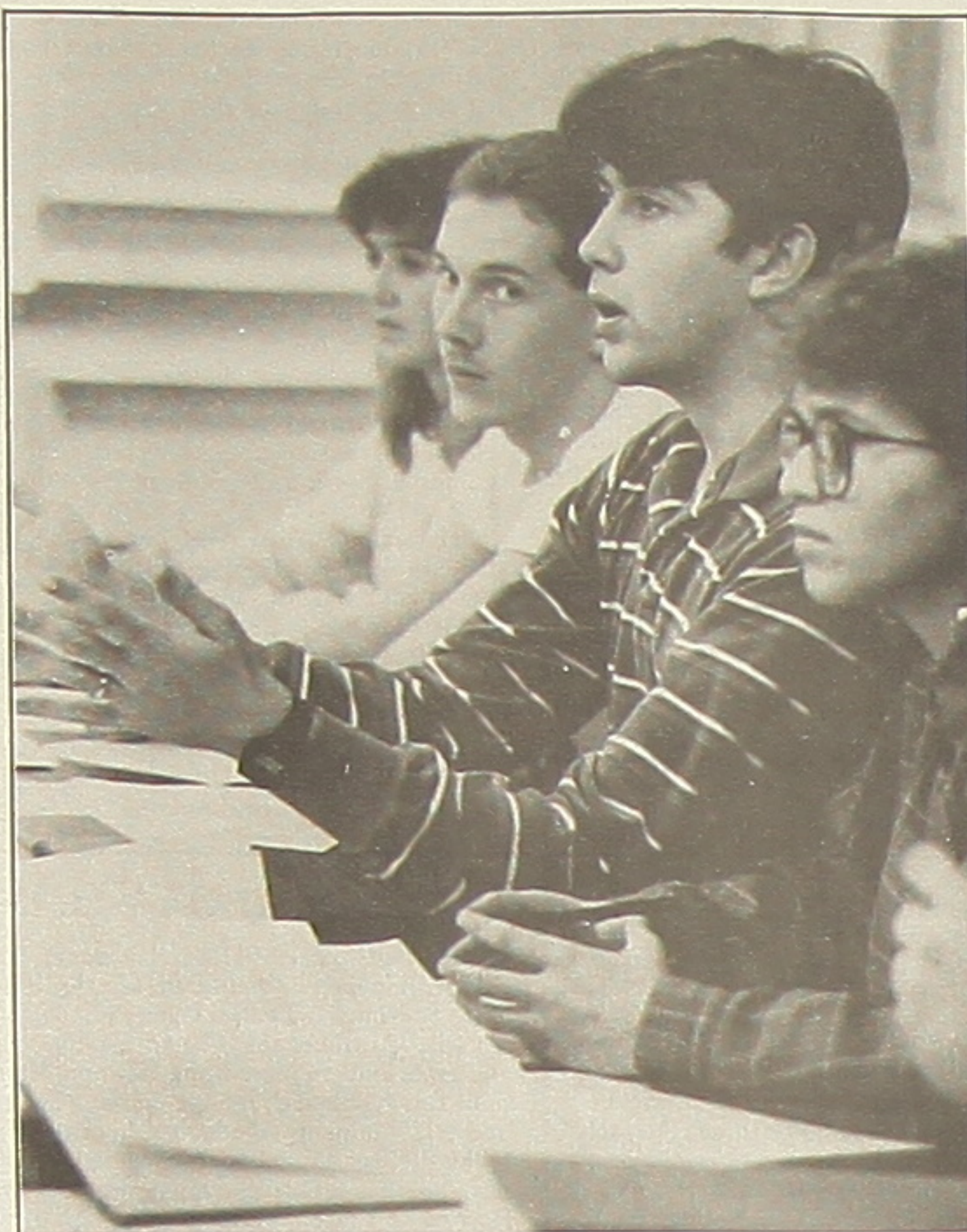
Students may also participate in a "three-week day academy." The academy lasts eight hours each day and is primarily taken by those students wanting to be "job ready" when they graduate.

The training program includes 16 hours of firearms training, 16 hours of criminal statutes, five hours of motor vehicle law, and eight hours of self-defense tactics, including techniques of arrest.

"I think we're going to see the increase continue," said Richards. "We're getting pretty well-known because the demand is there and we're fulfilling that demand."

According to James Maupin, dean of the school of technology, Southern is "getting a name" in areas of the state because of its police training program.

"By expanding our training program this spring," said Maupin, "it exemplifies the efforts Missouri Southern is making to meet the needs of students in regard to educational services."



STAFF PHOTO BY NICK COBLE

Discussion

Student Senate President Robert Stokes discusses what should be done with leftover funds at the end of the academic year at a recent Senate meeting.

Lambdas focus on leadership

BY TAMMI WILLIAMS
STAFF WRITER

Teaching students how to be more effective leaders is the major purpose of Phi Beta Lambda, a Missouri Southern business group.

"It's a professional organization," said Beverly Culwell, faculty adviser. "It's to install leadership in the students and teach them how to be more effective leaders."

"Students who are business majors and also computer majors are eligible to be members."

The club is a national organization that participates in local, state, and national competitions.

"We have a competition every spring," said Culwell. "We compete in over 30 different events."

The categories students participate in include business law, accounting, word processing, data processing, and "almost any other business area."

The students who place first or second in the state is eligible to participate in the national competition that will be held in Orlando, Fla., this year.

The general response of members in the club is that it is a lot of fun, but also good experience.

There are always activities for the organization to participate in.

"We were responsible for checking the shoes in at the sock hop [on Jan. 28] for 25 cents," Culwell said. "But the main project is what we will continue doing."

The "main project" is the club's first annual survivor kit sale.

"We sent letters out to the parents of dorm students to see if they wanted to buy one," said Culwell. "It was a bag full of granola bars, juice, candy bars, beef jerky, gum, pencils, and things like that."

The "survivor kits" sold for \$5 and were delivered to students living in the residence halls as a surprise during finals week last fall.

They plan to continue the project each fall semester.

The club meets at 12:20 p.m. the first and third Tuesday each month in Matthews Hall Room 102.

"We have regular business meetings, but sometimes we have speakers from the community," said Culwell.

"Visitors are welcome," she said. "Business majors as well as computer majors."

Southern may play PSU in first ever rugby match

BY ANASTASIA UMLAND
ASSISTANT EDITOR

Combining the skills of football and soccer, rugby is a new interest of a group of students at Missouri Southern. Mike Hellams, an instructor of military science, is organizing a rugby group at Southern.

"I was exposed to rugby back on the east coast," said Hellams. "I played in college and the sport is much more popular back east, but the interest is filtering down into this part of the country."

Hellams said anyone is welcome to join the team. He would like to see enough people get involved to have at least two teams.

"Right now, we have about 20 or 25 people that have shown an interest," he

said. "There are 15 players on a team in rugby, so we need more people to have enough to play."

Rugby originated in England. It is a contact sport that can become quite physical at times. But according to Hellams, the players do not have to be big and brawny.

"We are not looking for anyone to have exceptional athletic skills," he said. "Basically we just want anyone who is interested in playing the game of rugby."

According to Hellams, there are fewer injuries in rugby than in other sports such as football. He said this is because rugby players concentrate more on running and avoiding the contact, rather than tackling an opponent.

"In rugby, the rules are more flexible," said Hellams. "Anyone can score and

every player must cover any position."

Rugby teams in the United States are structured in unions instead of conferences. Currently, the NCAA does not make any provisions for rugby on college campuses. In some cases, rugby is organized as a club sport or is part of a college's intramural program.

"Even though we practice and use Southern's facilities, the program is strictly student funded," he said.

Hellams said a few schools in the area have rugby teams, but it is still considered a club sport. At this time, there are 25 active rugby teams in Missouri.

"The Kansas City area has four teams and there are two teams in Springfield," said Hellams. "Some of the larger schools like the University of Oklahoma and the University of Missouri have rugby teams,

so our team would have some competition."

Hellams said an organizational meeting will be held today at 4 p.m. by the Southfield soccer field. He is encouraging anyone who would like to play to attend the meeting. Tentatively, the first game will be played against Pittsburg State University the first weekend in March.

"Anyone is eligible to play—faculty, students, even members of the community," said Hellams. "We hope to develop the skills necessary for the game of rugby such as running and catching a ball."

"Our basic intention at the moment is to get the program off the ground and get more people involved. Hopefully, the rest will come later."

Customers/From Page 4

tion we can give him. He is the lifeblood of this and every business. He pays your salary. Without him we would have to close our doors. Don't ever forget it.

Marketing is about people, and in today's service-oriented economy, terms such as client, patient, patron, and student may be substituted for the word customer. Companies such as Procter and Gamble, Sears-Roebuck, IBM, McDonald's, and Wal-Mart were built and have prospered on providing customer satisfaction. Marketing mistakes will remain, but the best way for a firm

to reduce its chances of blundering is to hire employees—from the president to people on the sales floor who think customer, customer, customer. This is a very simple, but a very elusive concept!

References:

William J. Shanklin, "Six Timeless Marketing Blunders," *The Journal of Business and Industry Marketing*, Spring 1987.
"Dear Ann Landers," *The Denton Record-Chronicle*, Denton, Texas, Oct. 25, 1983.

Missouri Southern State College students accepted into Who's Who Among Students in American Colleges and Universities, 1989

Name	Major	Class	Hometown
Kenneth Barnes	Physics/Mathematics	Senior	Houston, Mo.
Pat Bearden	Nursing	Junior	Alba
John Day	Physics/Mathematics	Senior	Joplin
Diantha Duff	History	Senior	Baxter Springs, Kan.
Iona Ellis	Marketing/Management	Senior	Joplin
Cary Elsten	Accounting	Junior	Joplin
Scott Fields	Accounting	Senior	Joplin
Lisa Hartman	Accounting	Senior	Webb City
Douglas Hill	Theatre	Junior	Cassville
Susan Howard	Nursing	Junior	Joplin
Brenda Kilby	English/Education	Senior	Jane
Marilyn Kannady	Biology	Junior	Sheldon
Vickie Koch	Marketing/Management	Senior	Joplin
Hsiao-Hui Lin	Chemistry	Junior	Joplin
Glenda Manuel	Nursing	Senior	Joplin
Mary Meredith	Marketing/Management	Senior	Joplin
Anna Miller	Biology	Junior	Carl Junction
Julie Millett	Mathematics	Senior	Sarcoxi
Kimberly Mitchell	History/Education	Junior	Alba
Susan Morton	Dental Hygiene	Junior	Carthage
Dolores Motley	Marketing/Management	Senior	Pierce City
Nancy Pollard	Special Education	Senior	Carl Junction
Connie Slaughter	History	Senior	Neosho
David Stockton	Theatre/Communications	Senior	Shell Knob
Robert Stokes	Mathematics	Senior	Wyandotte, Okla.
Jerry West	Economics/Finance	Junior	Stockton
Analee Witt	Mathematics	Junior	Pierce City
Richard Wood	Theatre	Junior	Joplin

Upcoming Events

Today	Koinonia 11 a.m. Basement of dormitory building B	LDSSA noon Room 311 BSC	
Tomorrow		St. John's Gala 8 p.m. Hammons Center	Women's, Men's Basketball vs. Washburn 5:30 & 7:30 p.m. Topeka, Kan.
Weekend	Debate Tournament 8 a.m. Connor Ballroom	Women's, Men's Basketball vs. Emporia State 6 & 8 p.m. Emporia, Kan.	Debate Tournament 8 a.m. Connor Ballroom
Monday	Sigma Nu 5:30 p.m. Room 311 BSC	CAB Singles Valentines Dance 9 p.m. Lion's Den	CAB Movie The Princess Bride 7 & 9:30 p.m. Barn Theatre
Tuesday	AFS Valentine Buffet 10:45 a.m. Third Floor BSC	Newman Club noon Room 314 BSC	Film 'Eavesdropper' 7:30 p.m. Room 313 BSC
Wednesday	Ecumenical Campus Ministries noon Room 311 BSC	Clean Air Coalition 2 p.m. Room 306 BSC	CAB 3 p.m. Room 310 BSC
			Student Senate 5:30 p.m. Room 310 BSC

Retired psychiatrist designs jewelry

Southern continuing education student participates in summer workshops

BY KATY HURN
ARTS EDITOR

For Alfred Bay, a retired psychiatrist from Carthage, making jewelry and attending the summer jewelry workshops Missouri Southern offers is a satisfying way to spend his spare time.

Bay, who retired 20 years ago as a psychiatrist in hospital administration, has taken the workshops offered in the summer seven times and plans to keep taking them. The courses are part of the continuing education program at Southern.

"I think it's the best bargain in town and there are very few [bargains in town]," said Bay. "I think I'll continue to go back."

Sharing the satisfaction with the students when they have completed a project is an enjoyable part of the course for Bay.

"I'd say, almost without exception, when they're through they're amazed with their own ability," he said. "That's why I came back. I always learn something, too."

Bay has been taking the advanced workshops and sets up a goal for each one.

"Each time he takes a workshop, it's a different approach," said Gary Hess, assistant professor of art. "They're not all repetition. They are a new challenge."

Among the jewelry Bay designs are bracelets, necklaces, earrings, rings, belt

buckles, and bola ties.

His creations are a result of the construction process which involves cutting out pieces and assembling them. Some filing, sanding, and possibly bending pieces to provide contours and curves is also required, according to Hess. The final process includes polishing to put shine on the jewelry.

"It's a nice hobby because you can make an awful lot of things at a small expense," said Bay. "It takes a modest amount of equipment."

Bay works in both sterling silver and gold.

"Silver is a very satisfying metal to work with," he said. "It's soft enough to saw easy."

However, he said gold is a lot easier to work with because it doesn't tarnish.

Bay designs jewelry at home in his own shop as well as in the school workshops.

A small area in his basement is where he works and keeps his tools.

"My shop consists of a cabinet on the wall with tools in it and a worktable with overhead lights," he said. "Another workbench has sautering irons, polishing wheels, and grinding wheels."

Two special pieces of jewelry Bay has constructed include a gold pendant with turquoise in it that he gave to his wife on their golden wedding anniversary, and a set of wedding rings made of white gold for his granddaughter and her husband.

Bay does a lot of traveling in the winter

which gives him an opportunity to pick up different stones to use in his jewelry design.

He has collected some stones from Rock Hound State Park in New Mexico, where tourists have permission to take the rock, and has explored various parts of California.

Hess said this makes his jewelry different.

"He cuts and polishes the stone and lets that be an inspiration for some of his jewelry design," said Hess.

Bay said he deliberately avoids getting into the commercial aspect of jewelry design.

"To me, to get into that aspect would be boring," he said. "Anything I make I usually give away to friends or relatives."

"Al does it because he wants to give away his work and not get caught up in the buying and selling," said Hess.

Hess said he enjoys working with Bay because he is enthusiastic. There is also a mutual exchange of ideas between Bay and the students, according to Hess.

"He's a real asset," said Hess. "He's an inspiration for all of us."

Bay enjoys jewelry design because it is a creative occupation.

"You're making a beautiful thing out of nothing," he said. "I think any occupation that is creative gives a lot of satisfaction whether it's painting a picture or composing music."



STAFF PHOTO BY NICK COBLE

Finishes work

Alfred Bay, a retired psychiatrist from Carthage and participant in the Missouri Southern continuing education program, works with a jewelry piece.

Theatre begins semester with comedy

BY KATY HURN
ARTS EDITOR

Curtains will rise once again in the Taylor Performing Arts Center as Missouri Southern Theatre presents its first play of the spring semester.

The Nerd, by Larry Shue, will be shown at 8 p.m. on Feb. 15-18.

Set in 1983 in Terre Haute, Ind., the play revolves around the life of Willum Cubbert, a Vietnam veteran who is now an architect.

But things are not going well for Willum. Not only is he having trouble with his job, but his girlfriend, Tansy, is moving to Washington, D.C., to advance her career as a weathergirl.

Willum's friend, Axel Hammond, plots to save the day by bringing one of Willum's army buddies to town, Rick Steadman.

While Rick may have saved Willum's life in Vietnam, he is "a nerd in every sense of the word."

A hilarious string of events unfolds as Axel tries to get Willum to quit his job and move to Washington, D.C., with Tansy.

Sam Claussen, assistant professor of theatre, will be directing the play.

Pamela Adkisson, production stage manager, said Claussen chose *The Nerd*

because it is a positive, funny production. "It's a really funny script," she said. "It's a situation comedy."

The cast started rehearsals the first week of the semester. Along with practicing their lines, they have been doing physical training before rehearsals.

This was Claussen's idea, who had used the technique when directing children's plays.

Adkisson said the reason for the exercise is to generate the high flowing energy needed to do a comedy. The training includes doing push-ups, sit-ups, jumping jacks, leg lifts, and running laps.

"Actually, most of the cast was really excited about doing it," said Adkisson.

According to Adkisson, the play will be presented in a different kind of staging, known as three-quarters round. The audience will be seated on risers that are on the stage. The front row of seats are located about four feet from the action, and the risers will hold about 160 people.

"This kind of show calls for that intimacy with the audience," said Adkisson. "It's a lot more exciting the closer you are to the action."

The cast members are Hank Priester as Willum Cubbert; Samantha Wyer as Tansy McGinnis; J. Brad Ellefson as Axel Hammond; Jay Havener as Warnock "Ticky" Waldgrave; Victoria Goff as

Clelia Waldgrave; Anthony Salvatierra as Thor Waldgrave; Douglas Hill as Rick Steadman, and Billy Wayne as Kemp Hill.

Gina Small, who is also the assistant stage manager, and Hill are in charge of the sound design. Tracy Eden will do the make-up, James Carter is responsible for hair, and props will be done by Tracy Carlton, Dawn Ehrenberg, and Pam Giger.

Though Ellefson has been in the hospital and unable to attend several rehearsals, Adkisson doesn't believe it will hinder the performances.

"They're a talented enough cast to overcome the problem of not having somebody at rehearsals," she said.

Overall, Adkisson said the rehearsals have gone smoothly.

"The cast has really enjoyed working with Sam," she said. "It's been a really good atmosphere."

Tickets to *The Nerd* are \$3 for general admission and \$1 for children and senior citizens. Southern students, faculty, and staff will be admitted free with proper identification. Reservations are encouraged as the play is presented in three-quarters round and seating will be limited.

Council appoints Marlowe

BY BOBBIE SEVERS
STAFF WRITER

As the first Missouri Southern professor appointed to the post, Dr. Ann Marlowe has been selected as a lecturer for the Missouri Humanities Council.

"I think it is a wonderful opportunity because it correlates art, history, literature, philosophy, theology, and psychology," said Marlowe, professor of English. "I will be available to give presentations through December."

She will give lectures on painting and poetry of the romantic period with emphasis on J.M.W. Turner, an artist, and William Wordsworth, a poet.

Marlowe is one of 22 speakers from Missouri who will lecture to non-profit organizations throughout the state.

"I think this will be good experience on my part," she said. "I will get a chance to meet different people and get different reactions."

A slide lecture on the works of Turner

will be part of Marlowe's presentations. She will also discuss Hawthorne and the Hudson River School of Painting in America.

For a "number of years," Marlowe has been interested in Turner and Wordsworth. She has done extensive research on the romantic period, and believes her interest in the two were highlighted when she traveled to England. While in England Marlowe visited the Wordsworth Museum in Grasmere.

She has also studied at Yale, Harvard, and Dartmouth. She did "a lot of research" while on sabbatical.

Marlowe said she is interested in Turner and Wordsworth because "they deal with the aesthetic quality of nature. They use nature and they want you to feel the whole theme."

In the past, Marlowe has given lectures to various library groups and she was given a high recommendation by Dr. Dwayne Myer, former president of Southwest Missouri State.



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Due to a lack of funds, Missouri Southern's monthly art and literary magazine, *Avalon*, may cease printing. Please make monetary contributions at The Chart office, Room 117 of Hearnes Hall. With the help of monetary contributions, *Avalon* will survive.

Coming Attractions

Joplin	Joan Jett & the Blackhearts 8 p.m. Saturday Memorial Hall Call 417-623-3254	'Other Places, Other Faces' Today thru Sunday Spiva Art Gallery Call 417-623-0183	Japanese prints from Mulvane Art Center Feb. 26 thru March 19 Spiva Art Gallery	'Woodcuts by Karen Kunc' Feb. 26 thru March 19 Spiva Art Gallery
Springfield	Bruce Hornsby & the Range Tomorrow Shrine Mosque Call 417-869-0529		Joan Jett & the Blackhearts Sunday Shrine Mosque	The Dead Milkmen Feb. 24 Regency Showcase Call 417-862-2700
Tulsa	'Master Works of Painting' Today thru March 1 Philbrook Museum Call 918-749-7941	Mylon LeFevre & Broken Heart Feb. 18 Brady Theatre Call 918-582-5239		Ricky Van Shelton & New Grass Revival Feb. 23 Brady Theatre
Kansas City	Living Colour Today Lone Star Call 816-561-1881	Steve Wariner Today Guitars & Cadillacs Call 816-555-1212	Joan Jett & the Blackhearts Tomorrow Memorial Hall Call 913-371-7555	John Pride Saturday Music Hall Call 816-421-8000
	Son Seals Blues Band Tomorrow & Saturday Grand Emporium Call 816-531-1504	Ratt w/ Britny Fox & Kix Sunday Kemper Arena Call 816-756-3371		REM March 4 Kemper Arena

Gabriel: Williams is CSIC's top defensive player

BY ANASTASIA UMLAND
ASSISTANT EDITOR

After being recruited by former Head Coach Jim Phillips, Cheryl Williams arrived at Missouri Southern with the intent of giving the women's basketball team something it never had. "I made the decision to play for Southern," Williams said, "not really for Coach Phillips. He told me I had a lot of qualities that the Lady Lions needed."

Williams began playing basketball at the age of five. She said her uncle was instrumental in teaching her the techniques of the game at an early age. Williams said early exposure to the game was the start of a strong love for the game of basketball.

"He used to put me up on his shoulders and teach me how to shoot the ball," said Williams.

After a successful career at McArthur High School in Decatur, Ill., Williams attended Lincoln (Ill.) Junior College. During her junior college play, she earned the "Best Hustle" award and was a team captain.

"I enjoyed my junior college days a lot," she said. "The high point of my basketball career so far has been winning the Prairie States games my senior year of high school."

According to Williams, this tourna-

ment is similar to the Olympics. The best teams from Chicago and St. Louis are involved, and the competition is difficult.

One of the reasons Williams decided to attend Southern was because former team member Joyce Falls encouraged her to play for the Lady Lions. However, when Williams arrived here, she learned Falls would not be returning.

"I felt really alone at first," Williams said. "I realized I had to make friends on my own."

Williams said she liked Southern because it is a change of scenery from her hometown and she likes the feeling of being somewhat independent. She has managed to fit into the academic life as well as the athletic life at Southern.

"I really like my teammates, and Coach [Janet] Gabriel is terrific," she said.

Gabriel is pleased with Williams' performance. She believes Williams is a great defensive player and a real asset to the Lady Lions.

"I think she is the best defensive player in the CSIC," Gabriel said. "She is very quick and has a lot of energy. The crowd just loves to watch her play."

Gabriel also said she thinks Williams is one of the key to the Lady Lions' success this season. Gabriel said the team has been able to do more things defensively with Williams on the team.

"We use her to shut down the high scoring guard on the opposing team," she said. "Cheryl is the epitome of women's basketball."



Cheryl Williams

Southern lacks CSIC win

Lions face Washburn, Emporia in weekend games

BY VANCE SANDERS
STAFF WRITER

Looking to end a 10-game losing streak, Missouri Southern enters the second half of CSIC play on the road this weekend.

The Lions hope to snap a 21-game league losing skid, dating back to the 1987-88 campaign.

Southern, 3-16 overall and 0-7 in the CSIC, travels to Washburn tomorrow and Emporia State Saturday.

The Lions' probable starters are 6-foot-5 junior forward Mike Rader, 6-5 sophomore forward David Lurvey, 6-5 junior center Sam Wilcher, 6-0 freshman guard Tom Olsen, and 6-2 junior guard Brad Jackson.

Jackson, Wilcher, and Lurvey all score in double figures for Southern.

"Our players are playing hard and gaining valuable experience," said Sam Weaver, assistant coach.

Washburn, 14-6 overall and 4-3 in the CSIC, is ranked 15th in the NAIA Top 20 poll.

"Washburn is a tough team that will be even tougher at home," Weaver said.

Washburn is coming off a long CSIC road trip. Last week Washburn defeated Emporia State 91-79, Kearney State 81-80, and lost to Fort Hays State 76-87.

"We had a long, tough week, but we are happy to have taken two of three on the road," said Bob Chipman, Washburn head coach.

According to Gabriel, the only problem Williams has experienced is being plagued with foul trouble. While Williams has fouled out of just two games, the Lady Lions have put her on the bench for several minutes at a time to prevent her early departure. Gabriel said Williams' quickness is the cause for the frequent fouls.

"Officials in this part of the country are not used to seeing the quickness that Cheryl has," she said. "Whenever she starts playing really aggressively, the officials always start to call fouls on her."

Gabriel said she has been working with Williams on her offensive skills in practice. Gabriel said Williams has everything needed for good defensive play, but needs to make offensive contributions as well if Southern is to be successful.

"Coach Gabriel takes about 30 to 45 minutes in each practice and works with me on my shooting skills," said Williams. "I just need to get the rhythm down a little bit more."

Although Williams is only 5-foot-6, she does not let her lack of height hinder her accomplishments. She has learned to take advantage of her quickness and speed.

"This season I am just planning to establish myself as a team member," said Williams. "I want to let everyone know who I am. Next year, I will show them exactly what I am made of."

Jeff Markray, Washburn's leading scorer, will return to the line-up after missing a pair of games with a foot injury.

"We played well without Jeff, but he adds scoring power to our team," said Chipman.

In the Washburn-Southern contest on Jan. 28, Washburn defeated the host Lions 78-50.

On Saturday, Southern meets league-leading Emporia State.

"The Emporia game should be exciting," Weaver said. "We played them close at home the first time."

Emporia handled the Lions, 70-63, in the first meeting on Jan. 27.

The first game featured a match-up of big men. Howard Bonser, a 6-11 sophomore center for Emporia, brought impressive statistics into the contest, only to be held in check by Southern's 6-10 Lloyd Phelps.

"Phelps did an excellent job holding Bonser in check in the first game," Weaver said. "We will employ the same strategy in the upcoming game."

Emporia is not limited to relying on the scoring of Bonser, who averages 15.9 points per game. The Hornets' Ryan Sprecker, a 6-5 senior, is leading the CSIC in scoring with 25 points per game.

"We have been playing well," said Emporia Coach Ron Slaymaker. "We have beaten Fort Hays and Kearney on the road."

"If we stay close to these teams, we are capable of beating them," said Weaver.

Crippled Lady Lions must come back from JBU loss

Southern goes against four foes in just seven days

BY ROBERT J. SMITH
EDITOR-IN-CHIEF

Battered and bruised, the Lady Lions face three games in four days, beginning with a CSIC contest against Washburn tomorrow.

Injuries last weekend to leading scorer Susie Walton and sophomore forward Sandy Soeken have crippled Missouri Southern. A 75-72 road loss Tuesday at John Brown only complicated matters.

"I just don't have enough players to take the injuries," said Janet Gabriel, head coach. "John Brown always plays good at home. The Tuesday game really hurt us. Injuries made it tough, and Diane [freshman guard Hoch] got beat up again. Her and Trish [senior forward Wilson] are bruised."

The Lady Lions, 12-7, have little recovery time. Southern plays Washburn tomorrow, Emporia State Saturday, Southwest Baptist Monday, and Pittsburg State next Wednesday.

"We are physically exhausted and bruised," Gabriel said. "The offensive players have been getting no protection at all. Maybe I'm sour grapes, but we are getting beat up."

Scheduling has cut into preparation time for upcoming games. The injuries, coupled with the number of games during the next two weeks, will limit needed practice time.

"This schedule could make or break us," Gabriel said. "It's really sad because it

doesn't allow us to change our game plan much."

The hope for the Lady Lions this weekend is the recovery of Walton's back and Soeken's ankle. Soeken saw limited action Tuesday, but Walton did not play.

"They will play this weekend," Gabriel said. "Without them our chances are very slim."

Southern's match-up against Washburn provides a difficult test. Washburn's Brenda Shaffer pumped in 31 points in a 76-67 win over the Lady Lions just two weeks ago.

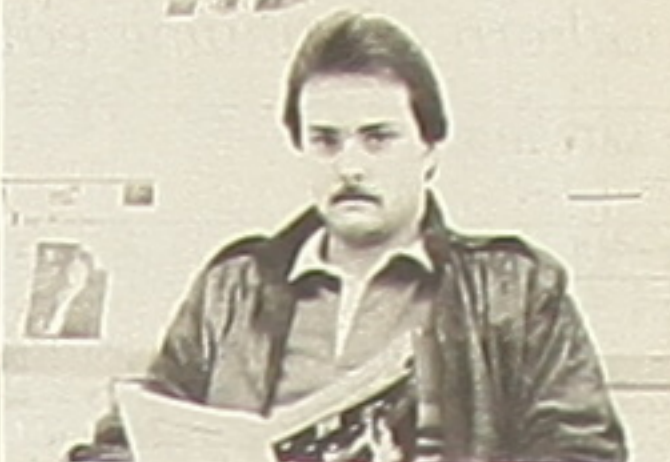
"Brenda is just a great player," said Pat Dick, Washburn head coach. "It's tough to stop her for an entire game. We were a little more patient in the second half down there, and Brenda got hot."

While Southern could not stop Shaffer two weeks ago, the Lady Lions were able to beat Emporia State 93-48. Emporia State has lost five of its last six games, but comes off an impressive 110-34 win against Benedictine.

"We played real well against Benedictine," said Val Schierling, Emporia State head coach. "When we come down to Southern, we've got to play better defense. Southern has such a balanced attack you can't really concentrate on any one player."

All five Lady Lion starters are scoring in double figures, led by Walton's average of 13.7 points per game. Center Caryn Schumaker has scored 45 points in the last two games.

Up Your Alley



Bowling sees wide gains in popularity

No, this is not a review of Joan Jett's latest album. Instead, it is a column about bowling—a sport that has existed longer than any other sport with the exception of hunting.

The goal of this, and following monthly columns, is to give the reader an in-depth, first-hand look into one of the most popular games in history. But it's a game that isn't taken seriously by passive observers.

The sport of bowling has many variations, but for lack of space I will concentrate on the version you are most familiar with: tenpins. Bowling is believed to have been "invented" by the Romans some 5,200 years before the birth of Christ. It began as a crude game consisting of round rocks and tree branches. As in today's game, the object was to knock down as many branches (pins) as you could. The game spread throughout the Roman Empire with each culture adopting its own version.

Bowling also was used as a religious ceremony in Roman Catholic cathedrals beginning in 300 A.D. The pins, called "kegels," were placed at the end of the cloister and the church member was given a round stone called a "heide" to knock down the pins. If the "kegel" succeeded in knocking down the pins, the church believed that demonstrated he was abiding by the church's rules. However, if he did not knock down the pins, that showed he wasn't doing God's will and would have to attend church more often.

In the 1820s, Dutch immigrants introduced bowling to the United States in the form of ninepins. The game took New England by storm. Ninepin bowling centers were built along the Eastern seaboard. The progress of the game came to an abrupt halt as a result of heavy gambling and violent conflicts, which prompted the Connecticut legislature to pass a law in 1841 banning all playing of ninepins. Restrictions were also placed on ninepins in other states.

Twenty-four years passed before an unknown man decided to add another pin to the game. Since the laws stated that only ninepins were illegal, there was no ban on the resulting game of modern-day tenpins.

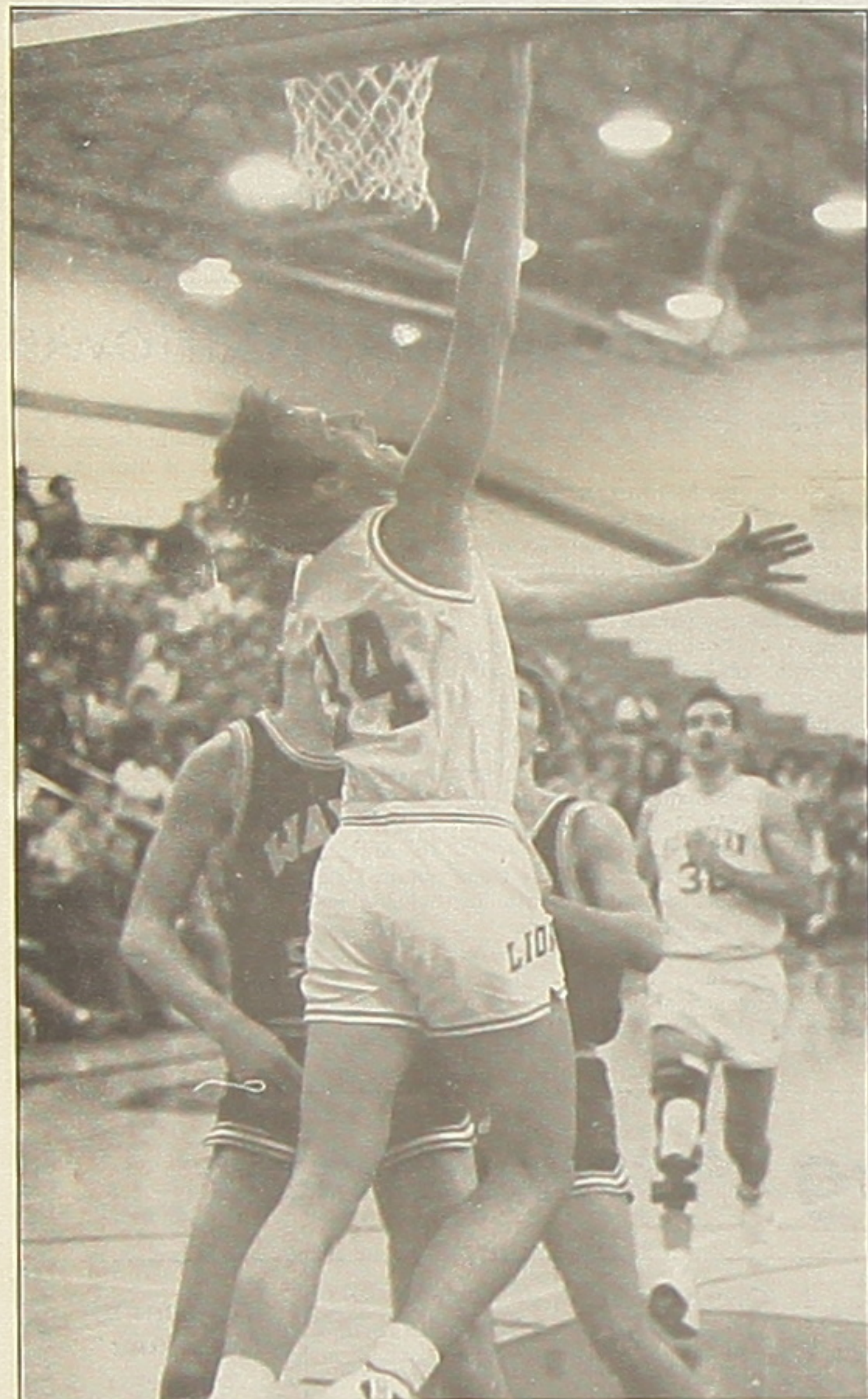
Tenpin bowling quickly spread from coast to coast. In an attempt to organize and standardize the new sport, the National Bowling Association was formed in 1875, but lasted only 20 years.

In 1895, the American Bowling Congress (ABC), the current governing body of bowling, was formed. The ABC has adopted rules concerning ball and pin weights, lane specifications, procedures in proper lane maintenance, and participates in vigorous research and development projects. The ABC provides bowlers with award programs, high-score recognition, industry updates, and an annual national tournament. In return, the bowlers pay yearly dues, abide by ABC rules, and elect delegates to the annual convention.

In the relatively brief time bowling has been in the United States, it has become the most widely played sport in the world. There are approximately 59 million casual bowlers in the United States with 12 million participating in organized weekly leagues. These people represent a cross-section of American culture, young and old, rich and poor, unskilled and professional. Twenty percent of all bowlers have a college degree and nearly nine million are college age.

In a fairly short time, bowling has made amazing advances. Thanks to the effort of the ABC and the PBA, bowling is making the move to becoming a widely acclaimed sport.

□ Brett Sterley, a sophomore marketing and management major, is a member of the Professional Bowlers Association.



STAFF PHOTO BY NICK COBLE

Easy two Southern junior forward Craig Ledbetter twists and turns as he cuts under the basket for an easy two.

Baseball Lions open at ORU

BY ANASTASIA UMLAND
ASSISTANT EDITOR

Tuesday's doubleheader at Oral Roberts University pits the baseball Lions against a typical opponent—an NCAA Division I powerhouse.

"I think the team is ready for this game," said Warren Turner, Southern head coach. "We hope to get started with the season and take a look at our players."

The Lions finished last season with a record of 23-26.

"The guys are excited and have been working hard in practice," Turner said. "I think we will play well."

"I think the team has the talent," said Ken Grundt, sophomore relief pitcher. "It is just a matter of putting it all together."

The only damper on the season opener will be the absence of right fielder Randy Zentara, who was injured during an intramural basketball game more than a week ago. According to Turner, Zentara's knee injury was not too serious, and he will miss only a few games.

The starting line-up for the ORU game will include Jim Baranoski, catcher; Dan Rogers, first base; Tim Casper, second base; Steve Cole, third base; David Fisher, shortstop; Robert Fisher, left field; Jody Hunt, center field; and Tony Tichy, right field. Turner thinks the starting line-up is strong this season.

"We are mainly concentrating on getting into the season and getting some experience," Turner said.

Mike Stebbins will be the starting pitcher for both games of the doubleheader. Last year, Stebbins finished 4-2 with a 4.76 earned run average. Although Stebbins will be starting both games, Turner said the Lions have a number of qualified pitchers who will be rotated throughout the game.

Last year, Cole led the team with a .365 batting average. Hunt hit .358 and led the Lions with 44 runs batted in. Baranoski batted .351 and belted a team-leading 13 homeruns. Casper swiped 18 bases during the 1988 campaign.